

# What is Accounting Software?

1

## The Big Idea

Automate and streamline financial management tasks for big savings, fewer headaches and less paperwork.

2

## What tasks will Accounting Software perform?

- ✓ Invoicing
- ✓ Tracking Income and Expenses
- ✓ Financial Reports
- ✓ Client and Vendor Management
- ✓ Automatic Billing
- ✓ Recurring Payments
- ✓ Past-due Notifications
- ✓ Quote and Estimate Creation
- ✓ Tax Preparation
- ✓ Payroll Processing
- ✓ Automatically Record Expenses
- ✓ Reconcile & Balance Your Books

3

## Go Paperless

Today's accounting software solutions integrate with hundreds of add-on business apps, from Harvest to Paypal, making it easier than ever to streamline operations.

4

## Get Paid Faster

Say goodbye to forgotten invoices – accounting software automates these tasks, saving you time, money & worry.

For instance, SMBs using Xero, online accounting software, send twice as many invoices and get paid 37%, faster.<sup>1</sup>

5

## Stay on top of your business

Stop dreading tax time – accounting software means that you're always up-to-date, so you can file on time, every time.

### Not sure how cash flow is this month?

With accounting software, you don't have to wonder anymore – you can generate reports that detail every aspect of your business's financials – in real time.

Or try **CIBC Cash Management Online for Small Business**: an online platform delivering secure, 24/7 access to a comprehensive suite of online cash management products and services in a scalable, user-friendly and fully supported online tool.

6

## Quick ROI Numbers

The most comprehensive research to date<sup>2</sup> indicates an ROI on original investment in Cloud Accounting from

### And the ROI just keeps getting better:

according to Nucleus Research, the ROI for financial management applications is up 36% in the past 5 years.<sup>3</sup>

91% to 154%

36%

7

## Convinced?

### Here's how to make the switch.

- 1 Check your options**  
From FreshBooks to QuickBooks to Wave and Xero – there are a lot of options. Research your needs to see which is the most cost-effective solution for your business.<sup>4</sup>
- 2 Try before you buy**  
Take advantage of free trials to find out which service is the best for you.
- 3 Do your research**  
You may not need the most expensive solution.<sup>5</sup>
- 4 Reevaluate your idea of security**  
Online accounting software offers "multiple layers of security": it's part of what you're paying for with the subscription service. Can you say the same for your existing hardware?<sup>6</sup>

Trademarks and disclaimers

<sup>1</sup> Xero: Fewer Days to Payment (data released May 2014)  
<sup>2</sup> Nucleus Research: The ROI of Cloud-Based Financial Applications (2 January 2014)  
<sup>3</sup> Nucleus Research: ERP Returns \$7.34 for Every Dollar Spent (September 2014)  
<sup>4</sup> Compare Accounting System Reviews (18 February 2016); The Best Online Accounting Services for 2016 (27 January 2016)  
<sup>5</sup> Best Accounting Software for Small Business (4 January 2016)  
<sup>6</sup> Xero Accounting Software Security (accessed 15 April 2016)

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